 determining link traversals leading from an advertisement to a page; and measuring the number of transactions resulting from link traversals from the advertisement to the page.

#### REMARKS

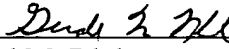
Amended Claim 3 is identical to Claim 1 of the issued parent patent, U.S. Patent No. 5,708,780, except that in column 115, lines 11-12 of the patent, "as part of a path name in a uniform resource locator" and "to the request and" have been deleted. Other claims are amended to correct potential inconsistencies in the claims. New claims are added to provide more complete claim coverage of the invention. New claim 79 is identical to Claim 1 of the issued parent patent ('780), except that in column 115, line 12 of the patent, "to the request and" has been deleted.

Lewine, U.S. Patent No. 5,784,565, is cited in an attached Second Supplemental Information Disclosure Statement. Note, Col. 2, lines 21-43, particularly lines 38-43.

No new matter has been added by this Preliminary Amendment.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

By   
Gerald M. Bluhm  
Registration No. 44,035  
Telephone (781) 861-6240  
Facsimile (781) 861-9540

Lexington, Massachusetts 02421-4799

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